

**ABSTRACT**

The present invention is to provide a colored bright pigment which is to be incorporated into a coating material, a resin composition, an ink, a cosmetic and the like, and exhibits not only high transparency and brightness but also high chroma and clear color.

The colored bright pigment is characterized in that it comprises scaly glass flakes on the surface of which a silica-based coating film containing an organic pigment is coated. It is preferred that a titanium oxide or a metal is coated on the surface of the scaly glass flakes and the silica-based coating film is further coated thereon.

The above colored bright pigment is used after being incorporated into a coating material, a resin composition, an ink, a cosmetic or the like.